

# **2007 New Mexico**

## **Green Chile Promotion**

## **& PMA Tradeshow**

### **Final Report**

Submitted by: The New Mexico Department of Agriculture

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To: Specialty Crops Block Grant

Agricultural Marketing Service

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**NEW  
MEXICO**  
Grown with Tradition®



# 2007 NEW MEXICO GREEN CHILE PROMOTION

## Mission

The New Mexico Department of Agriculture (NMDA) in cooperation with five New Mexico green chile shippers and 20 retail chains in New Mexico, Texas, California, Arizona, Missouri, Nebraska, Kansas, Wisconsin, Colorado, and North Carolina worked to maintain and expand market share for fresh New Mexico Green Chile. Utilizing the federal Specialty Crops Block Grant funds (SCBG), NMDA provided training workshops, educational materials, roasters, recipes, in-store demos, and support for the numerous events and special promotions.

## **Workshops**

In preparation for the regional New Mexico green chile promotion, NMDA staff traveled to 7 states conducting workshops for retail store personnel. The workshops included hands-on, chile roasting training, a discussion on safety issues, merchandising ideas, and a cooking demonstration conducted by a food consultant from New Mexico.

State	Cities	Number of Workshop Participants
Arizona	Pheonix	20
Colorado	Denver	30
Kansas/Missouri	Kansas City	8
Nebraska	Lincoln, Omaha	11
New Mexico	Albuquerque	12
Texas	Austin, Corpus Christi, Houston, San Antonio, & El Paso	212

## **Chile Roasting Equipment and Educational Materials**

NMDA purchased and provided a total of 131 chile roasters for stores to use during the promotion. Of those 131 roasters, 40 were purchased using SCBG monies and the remainder were paid for with New Mexico capital outlay funds. Also, 150,000 "Get Your Fix" Cooking Demo DVDs and 18,900 tear-off recipe pads featuring three traditional New Mexico green chile dishes were duplicated and made available to consumers.

## **Retail Grocers Fact Finding Missions**

In December 2007, NMDA hosted H-E-B's Produce Business Development Manager, Marcela Mercadillo, during the Marketing and Development Division's annual planning retreat held in Ruidoso, New Mexico. During the planning session, a proposal was presented requesting promotional support from NMDA. NMDA also provided H-E-B with observations and feedback from the previous year's promotion. As a result of the session, a plan for the 2008 season was made.

On August 9, 2008, NMDA in cooperation with Skyline Produce and Diamond K Produce hosted a delegation of produce managers and buyers from Central Markets of Texas. The group toured chile fields in Hatch, the Diamond K chile packing facility, and fields in the Mesilla Valley. Kelley Coffeen, a food consultant, food editor, and chile ambassador conducted a cooking demo and served an "upscale" lunch featuring:

Cha Cha Spread  
Green Chile Proscuitto Wraps  
Sopa de Pollo  
Filet with Green Chile Relish  
Roasted Corn and Green Chile  
Bread  
Ice Cream with Chocolate Sauce and Green Chile Pistachio Crunch

After lunch, NMDA staff presented a chile roasting workshop and training. The event was held at the home of Edward Avalos.

## Regional Green Chile Promotion

NMDA staff worked at the retail level roasting chile, conducting in-store sampling, and promoting New Mexico green chile.

State	Number of Stores
California	20
Kansas	6
Missouri	5
Nebraska	5
Texas	58
Wisconsin	1

Special events included the “Hatch Green Chile Festival” with H-E-B’s Central Markets in Texas, two events in Nebraska, and two in Kansas/Missouri.

## Measures

- Worked with five shippers and 16 retailers representing 2,100 stores in ten states.
- The five shippers handled green chile from over 60 growers.
- Provided 131 chile roasters and 40 televisions.
- Printed and distributed 100,000 Cooking DVDs and 2,500 Roasting DVDs.
- Hosted two fact finding missions.
- Conducted 11 training workshops.
- Conducted retail promotion with chile roasting and in-store sampling in 92 stores.
- Established market presence and market share for New Mexico fresh green chile in ten states.
- Generated retail sales of \$26 million.
- Educated consumers on how to cook and eat New Mexico green chile.
- Prepared 2,100 promotional kits for use at the grocery stores.

## **2007 NEW MEXICO--Taste the Tradition®/Grown with Tradition® Pavilion Produce Marketing Association's Fresh Summit in Houston, Texas**

### **Mission**

NMDA coordinated and worked a booth at the 2007 Produce Marketing Association's Fresh Summit in Houston, Texas. The NEW MEXICO--Taste the Tradition®/Grown with Tradition® Pavilion allowed the participating New Mexico companies the opportunity to showcase their products and identify both domestic and international buyers therefore increasing sales of specialty crops grown statewide.

### **Measures**

- Eleven New Mexico companies selling chile, onions, melons, pecans, pumpkins, pinto beans, and other specialty crops participated.
- Helped companies maintain visibility and increase market share for their products.
- Total sales from the show exceeded \$15 million.



## Training Retail Store Personnel

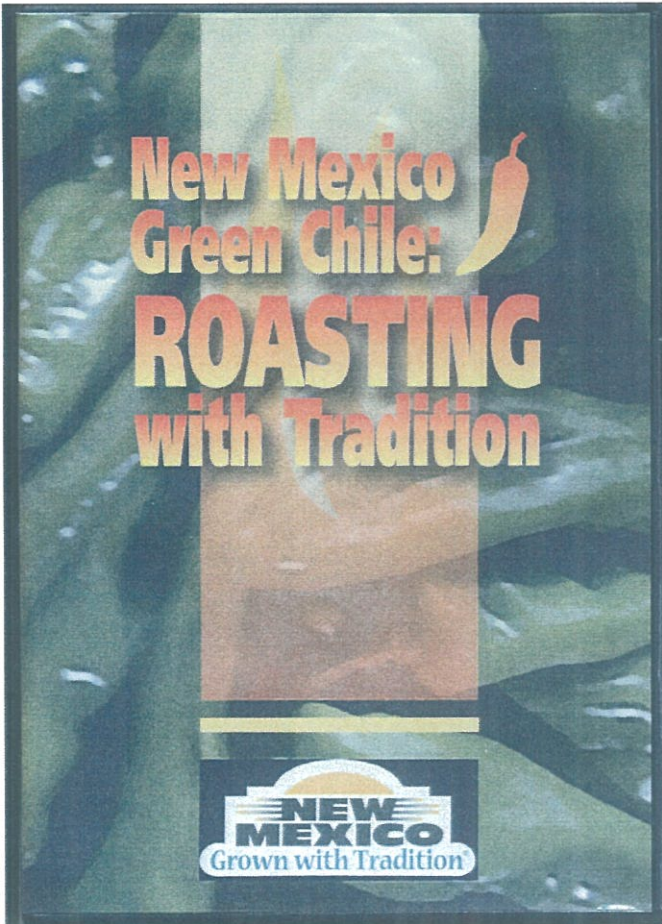








## Training & Educational Materials



### ← Roasting Instructional DVD

### Roasting and Freezing Instructions →

#### New Mexico Department of Agriculture Instructions for Freezing Green Chile

##### Selection

Choose chile that is bright green, smooth, symmetrical, heavy for its size, mature, and crisp.

##### Blistering

Blistering the chile will remove the tough outer skin. The skin may then be removed before or after freezing.

*Oven or Broiler Method* - Place chiles in a hot oven or broiler at 400-450°F for 6-8 minutes or until skin blisters away from the flesh of the chile.

*Range-Top Method* - Cover gas or electric burner with a layer of heavy wire mesh and place chiles on mesh once it's hot. Remove once skin is blistered.

*Outdoor Grill Method* - Place chiles on a charcoal or gas grill about 5-6" above heat source. Remove once skin is blistered. After blistering, chill chiles immediately to ensure food safety.

##### Peeling After Blistering

Removal of the outer skin is easier after freezing. As you peel the chile, (either before or after freezing), remove seeds and veins. Be sure all processing surfaces, equipment, and packaging containers are clean.

##### Packaging

*Unpeeled Chiles:* Pack whole chiles in plastic bags or wrap in heavy aluminum foil or freezer wrap. Remove all air and seal.

*Peeled Chiles:* Whole or diced, peeled chiles can be packaged in glass, metal, or plastic containers. Leave 1/2" of head space and seal.

##### Freezing and Storage

Freeze chiles immediately after packing. Freeze and store at 0°F or below. Chile needs to freeze within 24 hours. For quickest freezing, place packages against freezing plates or coils and leave space between packages to circulate air freely. Do not over pack the freezer.

**NEW MEXICO**  
Taste the Tradition

Information provided by the  
New Mexico State University  
Cooperative Extension Service

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## Promo Kit



↑  
**Roasting and Freezing Instructions,  
Recipe Pads,  
Cooking Demo DVDs**



↑  
**Pennants**



←  
**Caps**



# Texas Market





# Texas Market





## Kansas & Missouri Markets





## Kansas & Missouri Markets





# Nebraska Market





# Wisconsin & California Markets





## PMA's Fresh Summit





## PMA's Fresh Summit

